

What is claimed is:

1           1. A computer-implemented method of determining a customer valuation  
2   for a specific property, comprising:

3           receiving a request for a resource for the specific property for a customer;

4                       and

5           valuing the customer based at least on activities of the customer at two or

6                       more properties, where the customer value is specific to the

7                       property.

1           2. The method of claim 1, wherein the customer activities are located at  
2   properties different from the property for which the customer is being valued.

1           3. The method of claim 1, where determining a customer segment for the  
2   customer comprises:

3           determining a theoretical win for the customer;

4           determining daily profits for the customer in accordance with the theo-

5   retical win; and

6           determining the customer segment in accordance with the daily profits.

1 4. The method of claim 3, further comprising determining whether the  
2 customer should be incentivized.

1 5. The method of claim 3, further comprising adjusting the expected daily  
2 profits in accordance with the number of nights that the customer has stayed in a  
3 property overnight.

1 6. The method of claim 3, further including determining the customer  
2 segment in accordance with total nightly profits.

1 7. The method of claim 1, wherein determining a customer segment to  
2 which the customer belongs is also based on the fact that slot  
3 machines are less profitable than other types of games.

1 8. The method of claim 1, wherein determining a customer segment to  
2 which the customer belongs is also based on the fact that table games are more  
3 profitable than other types of games.

1 9. The method of claim 1, further comprising:  
2 returning the customer segment, expected nightly profit, and an indica-  
3 tion of whether the customer is incentivized to a resource man-

4                   ager so that the resource manager can determine a price for the  
5                   resource.

1           10. The method of claim 1, wherein determining the customer segment for  
2   the customer also includes determining whether there are to be multiple custom-  
3   ers in a room.

1           11. The method of claim 1, wherein determining the customer segment for  
2   the customer also includes determining a default theoretical win for the customer  
3   is there is no data from previous trips of the customer.

1           12. The method of claim 1, wherein determining the customer segment for  
2   the customer also includes determining an actual theoretical win for the cus-  
3   tomer based on data from previous trips of the customer.

1           13. The method of claim 1, wherein determining the customer segment for  
2   the customer also includes determining an average daily profit for the customer  
3   based on data from previous trips of the customer, by gaming type.

1           14. The method of claim 1, wherein determining the customer segment for  
2   the customer uses a default "source" theoretical win value if there is no data on  
3   the customer's previous trips and the source of the customer is known.

1           15. The method of claim 1, wherein determining the customer segment for  
2 the customer uses a default theoretical win value specific to the property if there  
3 is no data on the customer's previous trips and the source of the customer is not  
4 known.

1           16. The method of claim 1, wherein determining the customer segment for  
2 the customer uses data based the customer's previous trips to hotels only.  
3

4           17. A system for determining a customer valuation for a specific prop-  
5 erty, comprising:  
6           a user interface receiving a request for a resource for the specific property  
7                           for a customer; and  
8           a customer valuation system, valuing the customer based at least on ac-  
9                           tivities of the customer at two or more properties, where the  
10                           customer value is specific to the property.